#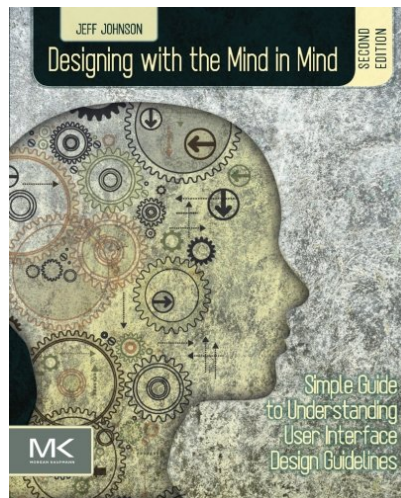 [Book] Designing with the Mind in Mind, Second Edition: Simple Guide to Understanding User Interface Design Guidelines PDF

[Book] Designing with the Mind in Mind, Second Edition: Simple Guide to

Understanding User Interface Design Guidelines by *by Jeff Johnson*

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In this completely updated and revised edition of *Designing with the Mind in Mind*, Jeff Johnson provides you with just enough background in perceptual and cognitive psychology that user interface (UI) design guidelines make intuitive sense rather than being just a list or rules to follow.

Early UI practitioners were trained in cognitive psychology, and developed UI design rules based on it. But as the field has evolved since the first edition of this book, designers enter the field from many disciplines. Practitioners today have enough experience in UI design that they have been exposed to design rules, but it is essential that they understand the psychology behind the rules in order to effectively apply them.

In this new edition, you'll find new chapters on human choice and decision making, hand-eye coordination and attention, as well as new examples, figures, and explanations throughout.

- Provides an essential source for user interface design rules and how, when, and why to apply them
- Arms designers with the science behind each design rule, allowing them to make informed decisions in projects, and to explain those decisions to others
- Equips readers with the knowledge to make educated tradeoffs between competing rules, project deadlines, and budget pressures
- Completely updated and revised, including additional coverage on human choice and decision making, hand-eye coordination and attention, and new mobile and touch-screen examples throughout

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